

Years at SKEMA Business School: 0



Mia BIRAU

**Digitalisation
Lille**

CV

Qualification

Scholarly Academic

Academic Degrees

Ph.D. Université Savoie Mont-Blanc, IAE Savoie Mont-Blanc, IREGE, France, Business Management, Marketing, 2017.

Ph.D. Grenoble Ecole de Management, Grenoble, France, Business Administration, Marketing, 2016.

M.B.A. Paris Graduate School of Management, ESG, Paris, France, Cultural Differences in Luxury Perceptions, 2010.

Master Orléans University, Orléans, France, Econometrics and Applied Statistics, 2008.

Work Experience

Professor Assistant, SKEMA Business School (August, 2019 - Present), Lille, France.

Assistant Professor, ESDES, UCLy (2017 - 2019), Lyon, France.

Research Associate, Grenoble Ecole de Management (2016 - 2017), Grenoble, France.

Junior Marketing Analyst, GFK Custom Research (2009 - 2010), Paris, France.

Marketing Executive, SC MEDY SRL (2008 - 2009), Cluj-Napoca, Romania.

Statistical Data Analyst, National Institute of Statistics, (2005), Cluj-Napoca, Romania.

Intellectual contributions

Articles in Journals

BIRAU, M., & Faure, C. (2018). It is easy to do the right thing: Avoiding the backfiring effects of advertisements blaming consumers for waste. *Journal of Business Research*, 87, 102-117.

Werle, C.O., BIRAU, M., & Lasaleta, J.D. (2017). Watching easy sports makes me eat more. *Food Quality and Preference*, 60, 132-137.

Block, L.G., Keller, P.A., Williamson, S., Vallen, B., BIRAU, M., Grinstein A, Haws K L, LaBarge M.C., Lambertson C., Moore E. S., Moscato E. M., Walker Reczek R., Heintz Tangari (2016). The Squander Sequence: Understanding Food Waste at Each Stage of the Consumer Decision Making Process. *Journal of Public Policy and Marketing*, 35 (2), 292-304.

Conference Presentations

Arribart, G., Burshich, A., Laloum, D., Quesnot, M., BIRAU, M., J. Santillan Delgado (2018). *The use of Offensive Language in Social Marketing to Combat Homophobic Language*. European Social Marketing Conference, Antwerp, Belgium.

BIRAU, M., Faure, C., Gassmann, X., & Schleich, J. (2018). *What are you willing to pay for ugly produce? A contingent valuation model to estimate price premiums and discounts for misshapen produce*. Marketing and Public Policy Conference (MPPC), Columbus, United States of America.

BIRAU, M. (2018). *The Ugly = Healthy intuition: how package design impacts food healthiness perception*. RIODD Congress (International Research Network for Organizations and for Sustainable Development), Grenoble, France.

BIRAU, M. & Faure, C. (2018). *"Ugly Produce" Anti Food Waste Campaigns: Consumer Perceptions of Misshapen Produce*. European Social Marketing Conference, Antwerp, Belgium.

BIRAU, M. & Faure, C. (2017). *Naturally ugly: Consumer perceptions of misshaped produce*. Marketing and Public Policy Conference (MPPC), Washington, United States of America.

Faure, C. & BIRAU, M. (2017). *Naturally ugly: Consumer perceptions of misshaped produce*. EMAC - European Marketing Academy Conference, Groningen, Netherlands.

BIRAU, M. & Faure, C. (2016). *Trust yourself not to waste: a self-confidence mechanism to explain the backlash effects of descriptive norms with application on food waste*. Marketing and Public Policy Conference (MPPC), San Luis Obispo, California.

BIRAU, M. & Faure, C. (2016). *Improving food waste communication campaigns: self-efficacy and the backfiring effect of negatively framed descriptive norms*. Journée du Marketing Agroalimentaire, Montpellier, France.

BIRAU, M., Grinstein, A., Haws, K.L., La Barge, M.C., Lambertson, C., Moore E. S., Moscato E. M., Walker Reczek R., Heintz Tangari A., Vallen B., Block L. G., Keller P.A, Williamson S. (2015). *Food Waste at the intersection of food scarcity, obesity and sustainability*. Transformative Consumer Research Conference (TCR), Villanova, France.

BIRAU, M. & Faure, C. (2014). *Food Waste: Effects of expiration dates and of guiltbased advertising campaigns*. EMAC - European Marketing Academy Conference, Valence, Spain.

BIRAU, M. & Faure, C. (2014). *A self-efficacy mechanism to explain the backlash effects of negatively framed descriptive norms: an application to food waste behavior*. Society for Consumer Psychology (SCP), Washington, United States of America.

BIRAU, M. & Werle, C.O.C. (2014). *Simply watching sports advertisements makes me eat more*. ACR (Academy for Consumer Research) Conference, Baltimore, United States of America.

Werle, C.O.C. & BIRAU, M. (2012). *Ironic Effects of Food Commercials: When More Food-Related Mental Images Make You Eat Less*. ACR (Academy for Consumer Research) Conference, Vancouver, Canada.

Other Research

2018: BIRAU, M., *France Inter* ("Food waste", *Ideas for tomorrow*, June. [Basic or Discovery Scholarship]

2018: BIRAU, M., *RCF* ("Ugly products and food waste", *Economics explained*, January 2018). [Basic or Discovery Scholarship]

2017: BIRAU, M., *France Info* (*live discussion on food waste*, October 2017). [Basic or Discovery Scholarship]

2016: BIRAU, M., *France Inter* (*Planète environnement*, November 2016). [Basic or Discovery Scholarship]

2016: BIRAU, M., *France bleu* (*Interview on food waste*, October 2016). [Basic or Discovery Scholarship]

2016: BIRAU, M., *RCF Grenoble* ("Understand food waste", *Sixth sense*, September 2016). [Basic or Discovery Scholarship]